



# Arkansas Secretary of State

**Charlie Daniels**

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## INSTRUCTIONS TRADEMARK OR SERVICE MARK APPLICATION

- **Application fee is \$50.00 per each mark.**
- **Corporations registered in Arkansas must be in “good standing” to have a mark considered.**
- **Three (3) original specimens or examples of the mark must be provided with the application. Specimens must be of the mark in actual use. These may be product labels, letterhead, business cards or invoices. Photographs are not acceptable unless depicting signage.**

1. Indicate if this application is a new application or a renewal.
2. Complete the name of the person (or corporation) who will own the mark and the business street address for the owner of the mark (Post Office Box cannot be accepted).
3. If the owner of the mark is a corporation, the state of incorporation must be provided. If the owner of the mark is a partnership, the state of organization and the name of the general partners must be provided.
4. Indicate if the mark is a trademark or a service mark. A trademark is the brand name of a manufactured product and a service mark is a name used to advertise the service offered by a business.
5. Refer to the classification numbers for the product or service on the attached information page. Indicate the class number for the product or service. Example: Class 29 for processed foods, a product: or Class 42 for retail sales, a service. Numbers 1-34 are trademarks and 35-45 are service marks.
6. Indicate the specific product or specific service offered by the person or corporation. If the mark is the brand name for a manufactured product, name that product, i.e. pizza, ladies clothing. If it is a logo used to advertise services, indicate the service you offer, i.e. retail sales services or restaurant services.
7. Indicate how the mark will be used to advertise the product or service. Example: label on the product or on stationery associated with the service.
8. Describe the mark being applied for. Describe the colors and the most distinctive part of the mark. Example: HOLIDAY INN white on a green background with orange flower. (Must include 3 original specimens)
9. Give the date the mark was first used anywhere and the date it was first used in Arkansas. No mark can be registered in this state until the mark is used in this state and the product or service is available in this state. Include the federal trademark number if applicable.
10. Affidavit and sworn statement. The name of the owner of the mark must be typed or printed in the blank and the owner of the mark should sign on the signature line. The individual signing for a corporation should give his/her title beside the signature. Indicate a telephone number that can be used for contact purposes.
11. This individual's signature must be properly notarized

# Classification of Goods and Services for Trademark or Service Mark Registration

## *GOODS*

Class 1	Chemicals
Class 2	Paints
Class 3	Cosmetics and cleaning preparations
Class 4	Lubricants and fuels
Class 5	Pharmaceuticals
Class 6	Metal goods
Class 7	Machinery
Class 8	Hand tools
Class 9	Electrical and scientific apparatus
Class 10	Medical apparatus
Class 11	Environmental control apparatus
Class 12	Vehicles
Class 13	Firearms
Class 14	Jewelry
Class 15	Musical instruments
Class 16	Paper goods and printed matter
Class 17	Rubber goods
Class 18	Leather goods
Class 19	Nonmetallic building materials
Class 20	Furniture and articles not otherwise classified
Class 21	Housewares and glass
Class 22	Cordage and fibers
Class 23	Yarns and threads
Class 24	Fabrics

Class 25	Clothing
Class 26	Fancy goods
Class 27	Floor coverings
Class 28	Toys and sporting goods
Class 29	Meats and processed foods
Class 30	Staple foods
Class 31	Natural agricultural products
Class 32	Light beverages
Class 33	Wine and spirits
Class 34	Smokers' articles

## *SERVICES*

Class 35	Advertising and business
Class 36	Insurance and financial
Class 37	Building construction and repair
Class 38	Telecommunications
Class 39	Transportation and storage
Class 40	Treatment of materials
Class 41	Education and entertainment
Class 42	Computer, scientific and legal
Class 43	Hotels and restaurants
Class 44	Medical, beauty and agricultural
Class 45	Personal